

## CLAIMS

What is claimed is:

- 1 1. A method for managing a toy supply chain utilizing a network, comprising:
  - 2 a) receiving data from a plurality of toy outlets of a toy supply chain utilizing a
  - 3 network, the data relating to the sale of toys by the toy outlets;
  - 4 b) generating an electronic order form based on the data for ordering toys from a toy
  - 5 distributor of the toy supply chain;
  - 6 c) transmitting the data to the toy distributor of the toy supply chain utilizing the
  - 7 network;
  - 8 d) transmitting the data to a toy supplier of the toy supply chain utilizing the
  - 9 network; and
  - 10 e) forecasting activity in the toy supply chain utilizing the data.
- 1 2. The method of claim 1, wherein the data is parsed to match each of a plurality of
- 2 toy distributors and toy suppliers.
- 1 3. The method of claim 2, wherein the data is made accessible to the toy outlets, the
- 2 toy distributor, the toy supplier via a network-based interface.
- 1 4. The method of claim 3, wherein the data is accessible to the toy distributor and
- 2 the toy supplier only after verification of an identity thereof.
- 1 5. The method of claim 1, wherein the network includes the Internet.
- 1 6. The method of claim 1, wherein the toy outlets, the toy distributor, and the toy
- 2 supplier each forecast utilizing the data.
- 1 7. A system for managing a toy supply chain utilizing a network, comprising:

- 2 a) logic for receiving data from a plurality of toy outlets of a toy supply chain  
3 utilizing a network, the data relating to the sale of toys by the toy outlets;
- 4 b) logic for generating an electronic order form based on the data for ordering toy  
5 from a toy distributor of the toy supply chain;
- 6 c) logic for transmitting the data to the toy distributor of the toy supply chain  
7 utilizing the network;
- 8 d) logic for transmitting the data to a toy supplier of the toy supply chain utilizing  
9 the network; and
- 10 e) logic for forecasting activity in the toy supply chain utilizing the data.

1 8. The system of claim 7, wherein the data is parsed to match each of a plurality of  
2 toy distributors and toy suppliers.

1 9. The system of claim 8, wherein the data is made accessible to the toy outlets, the  
2 toy distributor, the toy supplier via a network-based interface.

1 10. The system of claim 9, wherein the data is accessible to the toy distributor and the  
2 toy supplier only after verification of an identity thereof.

1 11. The system of claim 7, wherein the network includes the Internet.

1 12. The system of claim 7, wherein the toy outlets, the toy distributor, and the toy  
2 supplier each forecast utilizing the data.

1 13. A computer program product for managing a toy supply chain utilizing a network,  
2 comprising:

- 3 a) computer code for receiving data from a plurality of toy outlets of a toy supply  
4 chain utilizing a network, the data relating to the sale of toys by the toy outlets;
- 5 b) computer code for generating an electronic order form based on the data for  
6 ordering toy from a toy distributor of the toy supply chain;

- 7 c) computer code for transmitting the data to the toy distributor of the toy supply
- 8 chain utilizing the network;
- 9 d) computer code for transmitting the data to a toy supplier of the toy supply chain
- 10 utilizing the network; and
- 11 e) computer code for forecasting activity in the toy supply chain utilizing the data.

1 14. The computer program product of claim 13, wherein the data is parsed to match  
2 each of a plurality of toy distributors and toy suppliers.

1 15. The computer program product of claim 14, wherein the data is made accessible  
2 to the toy outlets, the toy distributor, the toy supplier via a network-based  
3 interface.

1 16. The computer program product of claim 15, wherein the data is accessible to the  
2 toy distributor and the toy supplier only after verification of an identity thereof.

1 17. The computer program product of claim 13, wherein the network includes the  
2 Internet.

1 18. The computer program product of claim 13, wherein the toy outlets, the toy  
2 distributor, and the toy supplier each forecast utilizing the data.

317